

Article

Consumption Value and Organic Food Purchasing Behavior of Online Consumers

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Abstract: This study examined how consumption value theory, religious knowledge, website quality, and e-satisfaction influence consumers' online organic food purchasing behavior. This study collected 989 data points from Bangladeshi online organic food consumers using convenience sampling and analyzed them using SPSS and PLS 4.0-SEM. The results indicate that apart from epistemic value all other consumption values, such as functional, emotional, social and conditional influence online organic food purchases through the mediating effect of religious knowledge, website quality and e-satisfaction. Consumption value is an emerging theory in organic food purchasing research, a new phenomenon in this context. The current study makes a groundbreaking contribution to theory development and contextualization. Consumption value theory has been studied in organic food purchase research predominantly in developed nations. By investigating the theory in the context of online organic food purchasing behavior in Bangladesh, this study validates its generalizability and adds to the existing body of knowledge. In addition, the mediating role of religious knowledge in the relationship between organic food purchasing intention and purchasing decision online has been given little attention by the previous literature. The study proposes several strategies for organic food marketers that would stimulate consumers' values and relevant context, encouraging them to buy more organic food online, and thus increase the development and profit of online organic food businesses, which is extremely important toward creating a healthy nation.

Keywords: Consumption Value Theory; Religious Knowledge; Website Quality; E-Satisfaction; Organic Food Purchase Online

1. Introduction

Pious customers who follow religious principles are concerned about agri-food system elements and procedures that demand interpretation and application [1]. Due to environmental, dietary, religious, health, and technical challenges, devout people's product consumption habits have become more problematic [2]. Health catastrophes like COVID-19, mad cow disease, avian flu, the Belgian dioxin disaster, and melamine have increased consumer fear over familiar foods. Thus, customers now understand how dietary choices affect their health. They prefer organic food without

pesticides, artificial fertilizers, bioengineering, or ionizing radiation [3]. Organic food is safe; therefore religious values may support its consumption [2, 4]. Religious consumers in Bangladesh exhibit a greater inclination towards domestic brands referred to as "local foods" or "organic food." [5]. Most religious guides also only eat hygienic meals [2].

Concerns among Bangladeshi customers related to online shopping have been exaggerated due to the launch of various online shops such as Chaldal.com, Khaas Food, Organic Online BD, Parmeeda, and others that sell organic foods. Hence, it is crucial to determine how websites influence customer acceptance of online organic food-purchasing behavior.

Researchers are increasingly studying how religion affects consumer behavior [6,7]. Since most people are religious, this increased interest is understandable. Previous literature has primarily focused on organic food buying behavior based on self-determination theory, the theory of planned behavior, perceived value theory, theory of reasoned action, and stimuli-organism-response model have been used to study organic food buying behavior, as well as consumption values [8-22]. However, these studies have neglected religious understanding, website quality and e-satisfaction, which influence devout consumers' online organic food purchases. Having identified the key knowledge gap, this study investigates the following research question:

How do consumption values affect online organic food purchasing intention which in turn affects religious knowledge, website quality, and e-satisfaction towards organic food purchasing decision?

The following section of the study covers the literature review, important definitions, conceptual framework, and hypothesis development. The research methods and empirical findings are then described, followed by a discussion elaborating on the theoretical contributions and practical implications. Finally, the study discusses limitations and further research.

2. Literature Review and Conceptual Framework

The literature review provides a survey of relevant literature and existing research related to the study's aim. The following table specifies the key concepts and theories related to the study's research topics.

Table 1. Definitions of relevant terms associated with the study topic.

Categories	Definitions
Organic Food	Organic food is produced without artificial chemicals, growth hormones, fertilizers, toxicants, antibodies, or synthetic manure [11, 23].
E-satisfaction	Consumer e-satisfaction is about online shopping and experiencing satisfaction with retail websites or electronic surroundings [24-25].
Consumption Value Theory	The consumption value theory examines how people choose products and why they prefer some brands or types over others [26]. According to this theory, customers have favorable attitudes and make purchases based on multi-value component assessments (functional, emotional, social, epistemic, and conditional values). These values may motivate future purchases and boost consumer intent to use or buy a product or service.
Functional Value	Functional value is a product or service's perceived usefulness based on its functional and utilitarian properties ([26] and if it fulfills its intended role [27].
Emotional Value	Emotional value refers to an individual's affective state or emotional response aroused by a product [28]. This is similar to hedonic value [27].
Social Value	Social value measures customer utility based on peer judgment [29]. It refers to demographic, social, cultural, and ethnic group values [30-31].

Epistemic Value	Epistemic value refers to the value gained from acquiring information within a brand community. It includes rational beliefs, knowledge, understanding, insight, coherence, and open-mindedness [32]. This study considers information, curiosity, and experience eating organic food and buying it online to be major aspects of the food's epistemic value [21].
Conditional Value	Conditional value is the perceived utility of a product based on a customer's situation and is often scenario-dependent [27]. Conditions like discounts, promotions, and incentives, whether expected or not, affect alternative selection and provide conditional value [20-22].
Religious Knowledge	Based on written or oral tradition, religious knowledge becomes normative, creating rules, standards, and values that must be followed. It creates sacred being rites and deeds. Religious knowledge can arrange and reconcile our reality by explaining existence from a sacred and supernatural perspective [33].
Website Quality	Website quality refers to the overall quality of a website. Customers evaluate website quality based on elements that satisfy their needs and the website's overall excellence [34]. An informative website lets users compare and assess product options, enhancing customer satisfaction and online purchase intents [35].

Consumption value theory is a new theory that has only recently been investigated in a few earlier organic food purchase studies, let alone online organic food purchasing research. Nonetheless, we evaluated closely related studies that focused on consumption value theory impacting consumers' purchasing online to understand their buying behavior and develop a model of consumers' e-satisfaction while purchasing organic food online.

2.1. Functional Value and Online Organic Food Purchasing Intentions

Cao et al. [36] examined consumption values in China and found a significant association between functional value and Chinese consumers' purchasing behavior toward organic food. Seegebarth et al. [37] examined how and why US and German consumers purchase organic food and indicated that functional value is the most important factor influencing the purchase of organic food in these two Western nations. Furthermore, Goncalves et al. [22] indicated that functional value is almost always necessary for predicting Portuguese consumers' green buying behavior. Since functional value stimulates consumers' intentions to purchase, the current study anticipates that it would also encourage them to purchase for organic food online. Considering this, the current study posits the following hypothesis:

H1: Functional value positively influences consumers' intention to purchase organic foods online.

2.2. Emotional Value and Online Organic Food Purchasing Intentions

Recent studies have suggested that emotional value has a positive impact on consumers' intention to purchase organic foods. For example, Watanabe et al. [15] confirmed that emotional value motivates consumers to purchase organic foods. However, Cao et al. [36] suggested that emotional values positively influence Chinese consumers' organic food purchasing behavior. In addition, Qasim et al. [21] discovered that emotional value has a significant positive influence on the consumption of organic food in Pakistan. In a qualitative study, Goncalves et al. [22] further revealed that emotional value is essential to buying green food in Portugal. Since emotional value has a significant impact on the intention to purchase organic foods, it may also have an impact on the intention to purchase organic foods online. The following hypothesis is proposed:

H2: Emotional value positively influences consumers' intention to purchase organic food online.

2.3. Social Value and Online Organic Food Purchasing Intentions

In an analysis of 344 data points, Cao et al. [36] demonstrated that social value significantly influences the organic food purchasing behavior of Chinese consumers. Woo and Kim [20] further confirmed that social value positively affects consumers' green purchasing intentions. In addition, Yadav [38] found that consumers' intention to purchase organic food is influenced by their willingness to contribute to society's well-being. Goncalves et al. [22] similarly indicated that social value is an important component of green food-buying behavior in a fuzzy set qualitative analysis of Portuguese consumers. Hence, this study posits the following hypothesis to test:

H3: Social value positively influences consumers' intentions to purchase organic foods online.

2.4. Epistemic Value and Online Organic Food Purchasing Intentions

Several scholars have investigated various facets of consumption value theory, but few have explored how epistemic value influences customers' organic food purchasing intentions. Cao et al. [36] examined consumption value theory and discovered that epistemic value influences the organic food purchasing behavior of Chinese consumers in a statistically significant way. Furthermore, Qasim et al. [21] found that epistemic value positively impacts Pakistani consumers' consumption of organic food. Hence, this study offers the following hypothesis:

H4: Epistemic value positively influences consumers' intention to purchase organic foods online.

2.5. Conditional Value and Online Organic Food Purchasing Intentions

A handful of studies have suggested that conditional value has a substantial effect on consumers' intentions to purchase organic and green foods. For example, Goncalves et al. [22] discovered that conditional value is a key factor in persuading Portuguese consumers to purchase green foods. Qasim et al. [21] found that conditional values such as subsidized prices and environmental conditions have a significant positive effect on organic food consumption in Pakistan. Furthermore, Woo and Kim [20] suggested that discounts, incentives, and availability have a substantial effect on the intent to purchase organic food in Korea. This study incorporates the factors suggested by these earlier studies to be major characteristics of organic foods' conditional value and proposes the following hypothesis:

H5: Conditional value positively influences consumers' intentions to purchase organic food online.

2.6. Organic Food Purchase Intention and Purchasing Decision Online

Organic food purchasing research has indicated that although many consumers show a positive intention to purchase organic foods (67%), relatively few (4%) actually purchase these products [39]. Moreover, Singh and Verma [39] discovered a significant relationship between customers' purchase intentions and actual organic food purchasing behavior. Li and Jaharuddin [40] suggested that Chinese consumers' intentions to purchase organic food have a positive effect on their purchase decisions. Considering these results, this study predicts that consumers' online organic food

purchasing intentions have a positive impact on their actual online organic food purchasing behavior and develops the following hypothesis to test:

H6: Consumers' online organic food purchasing intention positively influences their online purchasing decision.

2.7. *Religious Knowledge, Website Quality, and E-Satisfaction Mediate*

In the context of online organic food purchasing research, it is essential to understand whether consumers' religious knowledge, website quality and e-satisfaction act as mediators. Prince and Wahid [41] demonstrated that Bangladeshi consumers' intentions to purchase halal-organic meat are significantly influenced by their religiosity. Although the above study investigated religiosity, they did not consider any mediating effect of religious knowledge in the context of organic food purchasing behavior online. Based on the knowledge gap, this study develops the following hypothesis to test:

H7: Religious knowledge mediates the relationship between organic food purchase intention and purchasing decision online.

Several studies have suggested that website quality indirectly affects consumers' online organic food purchasing intentions. For example, Hasanov and Khalid [35] indicated that website quality has an indirect impact on Malaysian consumers' intentions to purchase organic food online. As past studies have investigated website quality indirectly influence on online organic food purchasing behavior, this study considers website quality as a major construct and anticipates that it will indirectly affect (mediate) the purchase of organic food online. We propose the following hypothesis:

H8: Website quality mediates the relationship between consumers' online organic food purchasing intentions and purchasing decision online.

Suhartanto et al. [42] investigated the role of satisfaction towards online food delivery services and confirmed that e-satisfaction partially mediates the relationship between e-service quality and food quality. Accordingly, this study included the following hypothesis:

H9: Consumers' e-satisfaction mediates the relationships between website quality and organic food purchasing decision online

H10: Consumers' e-satisfaction mediates the relationships between organic food purchase intention and purchasing decision online.

2.8. *Conceptual Model*

Figure 1 depicts how consumption values affect online organic food purchasing intention which in turn affects religious knowledge, website quality, and e-satisfaction and organic food purchasing decision. The figure 1 further shows that consumers' e-satisfaction mediates the relationships between a) website quality and organic food purchasing decision online b) organic food purchase intention and purchasing decision online. The above model has been developed based on the theory of consumption value theory which is reflected by the five values incorporated into the model such as functional, emotional, social epistemic and conditional values.

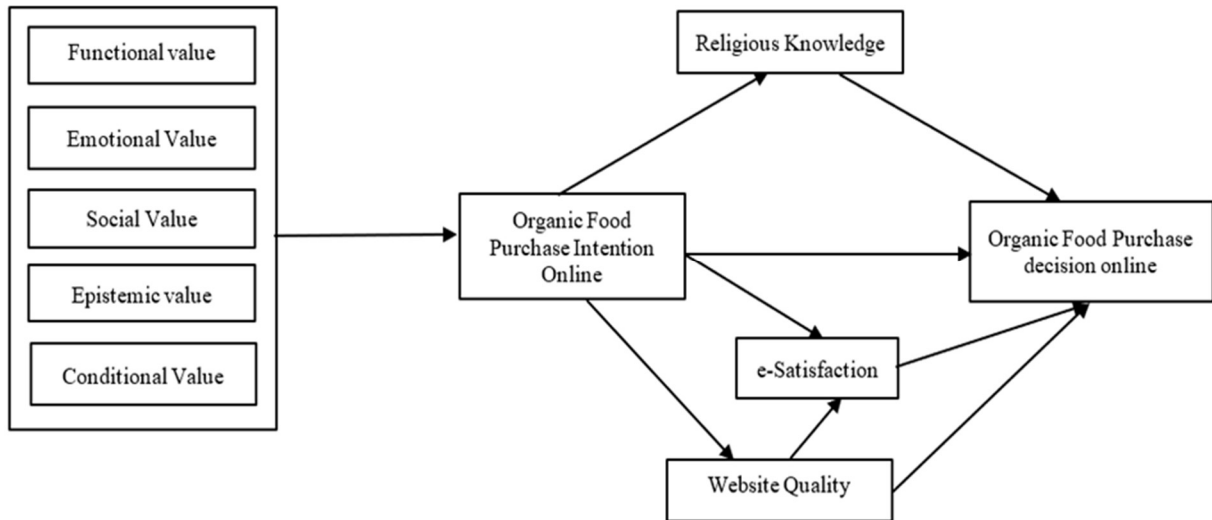


Figure1. The Conceptual Framework.

3. Materials and Methods

3.1. Research Design

This study has adopted a positivist research philosophy. Positivism emphasizes the use of scientific methods to study social phenomena, relying on empirical observation, measurement, and statistical analysis, which our study has followed [43]. Our study also values objectivity and aims to eliminate personal biases, focusing on hypothesis testing and the identification of generalizable patterns and laws, which are prerequisites of positivist research (Smith, 2023). Positivist research typically employs a deductive approach and quantitative methods to produce replicable and verifiable findings, which our study has also adhered to [43].

The research also applied a quantitative approach to investigate online organic food purchasing behavior among Bangladeshi consumers. There are several reasons for adopting a quantitative method instead of a qualitative one for this study. Firstly, the scope of the study necessitates generalizing findings to a broader population, which is achievable through the collection of data from a large and representative sample. Quantitative methods facilitate the measurement of key variables such as demographic characteristics and purchasing attitudes, enabling rigorous statistical analysis to identify patterns and correlations systematically. Moreover, the reliability and replicability of findings are enhanced through standardized data collection procedures, contributing to the credibility of research outcomes. Additionally, the efficiency of quantitative methods in terms of time and resources aligns with the need to address specific gaps in the literature and provide empirical evidence to complement existing qualitative studies. Therefore, the quantitative approach is selected to fulfill the research objectives effectively and contribute meaningful insights to the understanding of online organic food purchasing behavior in Bangladesh.

3.2. Measurement Items

The measurement items for each construct were adopted from the literature. In addition, some of the items were revised to align with the objectives of the study and to better fit the context of Bangladesh. Table 2 details the metrics for each relationship and the sources from which the items

were sourced. The study used a seven-point Likert scale, ranging from 1 (strongly disagree) to 7 (strongly agree), to rate respondents on the following measurement items.

Table 2. Measurement Items.

Constructs and Sources	Measurement Items
Functional Value Ghazali et al. [44]; Zailani et al., [45]	FV1: I think that organic foods bought through the websites have a health-promoting effect. FV2: I think that organic foods bought through the websites would be economical. FV3: I think that organic foods bought through the websites have consistent quality. FV4: I think that organic foods bought through the websites are reasonably priced. FV5: I think that organic foods bought through the websites offer value for money.
Emotional Value (EV) Lin et al. [46]; Choe et al. [47]	EV1: I think that buying organic foods makes me feel happy. EV2: I think that buying organic foods gives me pleasure. EV3: I think that buying organic foods changes my mood positively. EV4: I think that I am fascinated by organic foods. EV5: I think that buying organic foods makes me crave it. EV6: I think that buying organic foods makes me feel excited.
Social Value Ghazali et al. [44]	SV1: Buying organic foods would help me feel acceptable. SV2: Buying organic foods would improve the way that I am perceived. SV3: Buying organic foods would make a good impression on other important people such as family and friends. SV4: Buying organic foods would give the buyer social approval.
Epistemic Value Lin et al. [46]; Choe et al. [47]	EPV1: I think that I want to seek out more information about buying organic foods. EPV2: I think that I am more curious about buying organic foods. EPV3: I think that buying organic foods is a good opportunity for me to learn new things. EPV4: I think that I want to try more diverse buying organic foods. EPV5: I think that I learned buying organic foods eating habits through my food experiences.
Conditional Value Rahnama [48]; Zailani et al. [45]; Goh et al. [49]	CV1: I would buy organic foods from the websites instead of conventional foods under worsening environmental conditions. CV2: I would buy organic food online because the situation allows me to do so CV3: I would buy organic food online because I don't like to queue. CV4: I would buy organic foods from the websites instead of conventional foods if there were a subsidy for organic foods. CV5: I would buy organic foods from the websites instead of conventional foods when organic foods are available. CV6: I would buy the organic foods from websites instead of conventional foods when there are discount rates for organic food or promotional activity.
Purchase Intention Online Venkatesh et al. [50]; Chiu and Wang [51]; Shang and Wu [52]	PI1: I will always try to use website in my daily life. PI2: I plan to continue to use website frequently. PI3: I intend to continue shopping online for organic food I use for work or for my personal life. PI4: If I could, I would like to continue shopping organic food online as much as possible. PI5: I will recommend shopping organic food online to other people.
Religious Knowledge Nurhayati and Hendar [53]; Haque et al. [54]; Newaz [55]	RK1: I have enough knowledge about what food products are prohibited by my religion. RK2: I have the knowledge to distinguish between permitted and prohibited foods suggested by my religion. RK3: I know the latest issue regarding material that is prohibited by my religion because it harms the body. RK4: Religious beliefs influence choice of organic food products. RK5: Religious obligations are considered while buying organic food products.

RK6: I think organic food is my religion-based food.	
E-Satisfaction (ESAT) Alalwan [56]; Anderson and Srinivasan [57]; Shang and Wu [52]	ESAT1: I am generally pleased to use the websites to buy organic foods. ESAT2: My choice to use the websites to buy organic foods was a wise one. ESAT3: I am very satisfied to use the websites to buy organic foods. ESAT4: I think I did the right thing by using the websites to buy organic foods. ESAT5: My online organic food shopping experience was very pleasant. ESAT6: My online organic food shopping experience was absolutely delightful.
Website Quality Alaimo et al. [58]; Hsu et al. [59]	WQ1: Buying organic food online by means of the Internet websites or apps is generally very simple. WQ2: Online organic food shopping is particularly useful during this time of COVID-19 pandemic. WQ3: The organic food selling websites are easy to use. WQ4: The organic food selling websites are easy to navigate. WQ5: The organic food selling websites are visually attractive WQ6: The organic food's website delivers the service exactly as promised.
Purchase Decision Online Alalwan [56]; Faraoni et al. [60]; Lee et al. [61]	CB1: I plan to use the website to purchase organic food. CB2: Given the chance, I will order organic food from the website. CB3: I plan to buy organic food through the website regularly. CB4: I intend to keep using the website for organic food purchases in the future.

To minimize response bias and enhance data reliability, we have implemented several strategies in our survey design. Responses were anonymized to ensure confidentiality, and we have included validity checks such as attention checks using a 1-7 point Likert scale to ensure that the respondents did not lose their attention. We have also applied consistency checks by adding related questions phrased differently. Our questions are crafted with clear, simple, and neutral language. The survey was kept short with a logical flow to maintain engagement. We conducted a pilot test to refine the questions based on feedback. Additionally, we utilized online survey platforms including Google form and email invitations that support anonymity and randomize question order to minimize order effects and ensure reliability of data.

3.3. Questionnaire Survey

For the primary survey, an online convenience sampling technique was used. The study used a questionnaire survey and collected data from June 7 to September 20, 2023. The questionnaire contained two sections, one with demographic information and the second containing the measurement items. Following the suggestions of Mouakket [62], this study conducted a pilot test on a sample of 15 respondents and found that all participants understood the measurement items. Thus, a structured, self-administered questionnaire was given to 1200 people; 989 valid questionnaires were returned.

4. Results

4.1. Descriptive Analysis

Table 3 reveals the demographic characteristics of the sample, showing that most of the respondents (76%) were male and the rest 21% were female. Additionally, most of the respondents were married (79%) with an average monthly income of around 40,000 taka. The majority respondents were employed in service occupations (63%) and had obtained a graduation degree (40%).

Table 3. Demographic Characteristics of the Respondents.

Variables	Description	Number	Percentage
Age	Senior (above 40 years)	226	23
	Adult (30–40 years)	378	38
	Youth (up to 29 years)	385	39
Gender	Male	750	76
	Female	239	24
Marital Status	Singe	146	15
	Married	778	79
	Separated	65	6
Educational level	Secondary School	100	10
	Higher Secondary	300	30
	Graduation	400	40
	Post-Graduation	189	20
Occupation	Service	624	63
	Business	181	18
	Housewife/unemployed	184	19
Income level	Less than 40,000	564	57
	Between 40,000 – 60,000	251	25
	Between 61,000- 80,000	128	12
	More than 80,000	46	6

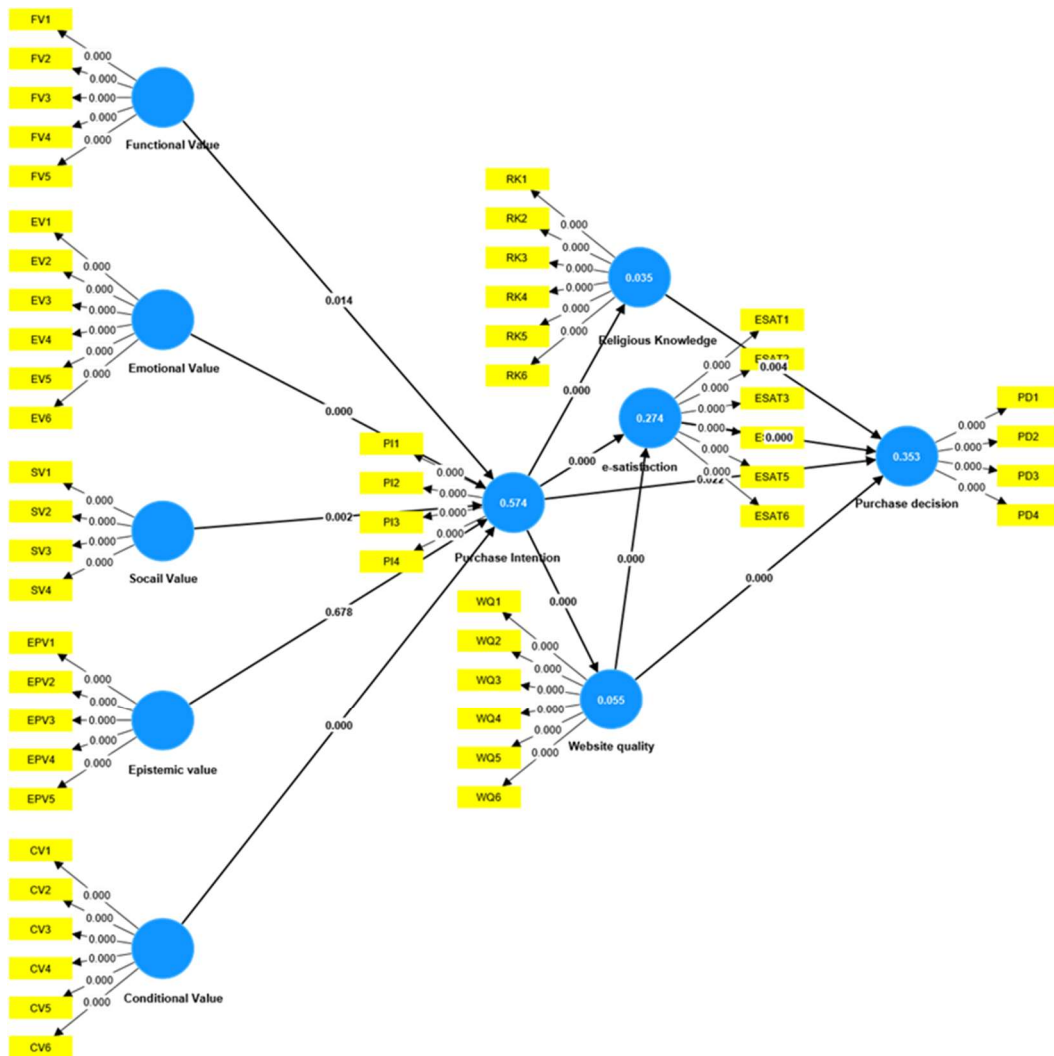


Figure 2. Structural Equation Model Generated by SmartPls 4.0.

Figure 2 depicts how consumption values affect online organic food purchasing intention which in turn affects religious knowledge, website quality, and e-satisfaction and organic food purchasing decision.

4.2. Measurement Model

Table 4. Construct Reliability and Validity.

Indices	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)	VIF
Conditional Value	0.805	0.838	0.855	0.502	2.722
					2.738
					1.645
					1.735
					1.937
1.794					
Epistemic Value	0.875	0.892	0.908	0.665	1.744
					2.651
					2.935
					2.550
					1.604
e-satisfaction	0.92	0.921	0.938	0.715	2.345
					2.634
					2.549
					2.762
					2.783
					2.380
Emotional Value	0.9	0.901	0.923	0.668	2.020
					2.444
					2.324
					2.693
					2.340
					1.788
Functional Value	0.86	0.861	0.899	0.641	1.681
					1.939
					2.047
					2.145
					1.710
Purchase Decision	0.868	0.869	0.91	0.716	1.859
					2.428
					2.200
					2.076
Purchase Intention	0.856	0.857	0.902	0.698	1.762
					2.031
					1.971
					2.182
Religious Knowledge	0.882	0.885	0.911	0.63	2.506
					2.706
					2.456

					2.016
					2.284
					1.812
Social Value	0.775	0.785	0.854	0.595	2.628
					2.639
					2.781
					2.748
Website quality	0.868	0.871	0.901	0.604	1.668
					1.570
					2.203
					2.153
					2.011
					1.905

Note. AVE = Average Variance Extracted; CR = Composite Reliability; VIF= Variance Inflationary Factor.

Following the guidelines of Hair et al. (2017), this study applied Cronbach’s alpha, roh A, and composite reliability (CR) for construct reliability. According to their suggestions, the cut-off values of CR > 0.70, Cronbach’s alpha > 0.70, and roh A > 0.70 were used. To examine the convergent validity, we tested average variance extracted (AVE) and factor loading. Hair et al. [63] suggested that AVE must be greater than 0.50 and factor loading must be greater than 0.70. Additionally, multicollinearity was assessed, wherein the variable inflationary factor (VIF) for each indicator was found to be less than 5 [64-65]. All of the required criteria for construct reliability and convergent validity were met, as shown in Table 4.

4.3. Model Fit Summary

Table 5. Model Fit.

Indices	Saturated model	Estimated model
SRMR	0.067	0.106
d_ ULS	6.253	15.540
d_ G	1.384	1.510
Chi-square	7742.951	8210.807
NFI	0.767	0.753

According to Bowen and Guo [66], the SRMR value should be less than 0.08, and the NFI value should be greater than 0.70 to achieve the model fit required for PLS-SEM estimation. Table 5 indicates that in our study, the SRMR value is 0.06 (<0.08) and the NFI value is 0.76 (>0.70), which indicate a good model fit. Furthermore, the d_ ULS, d_ G, and chi-square values must be lower for the saturated model compared to the estimated model. In our study, the d_ ULS, d_ G, and chi-square values are lower than those of the estimated model, indicating a very good model fit for PLS-SEM. Additionally, the model's non-significant chi-square value of 1772.915 also indicates a good fit [67].

4.4. Discriminant Validity

Validation of the measurement model was attained through discriminant validity. Table 5 presents the Fornell and Lacker criteria and Heterotrait-Monotrait Method (HTMT), wherein the diagonal values (represented by the square root of AVE) surpass the off-diagonal values

(representing correlations among the variables) that adhere to the specified threshold value as outlined by Hair et al. [63] and Henseler et al. [68]. This study found that all HTMT values above the diagonal in Table 6 have discriminant validity, with values lower than the typical mark of 0.90.

Table 6. Fornell-Larcker criterion and Heterotrait-Monotrait Method (HTMT).

Indices	Condi-tional Value	Emotio-nal Value	Epistemi-c value	Function-al Value	Purchase Intention	Purchase decision	Religious Knowledge	Social Value	Website quality	e-satisfacti-on
Conditiona-l Value	0.709	0.420	0.320	0.584	0.839	0.329	0.201	0.730	0.303	0.322
Emotional Value	0.379	0.817	0.442	0.749	0.484	0.231	0.181	0.480	0.235	0.272
Epistemic Value	0.304	0.411	0.816	0.380	0.288	0.358	0.120	0.333	0.230	0.467
Functional Value	0.497	0.661	0.341	0.801	0.554	0.245	0.175	0.579	0.245	0.285
Purchase Intention	0.735	0.426	0.260	0.476	0.836	0.264	0.213	0.420	0.271	0.281
Purchase Decision	0.278	0.205	0.315	0.212	0.229	0.846	0.393	0.253	0.561	0.581
Religious Knowledge	0.157	0.163	-0.082	0.153	0.186	0.348	0.794	0.206	0.588	0.328
Social Value	0.493	0.425	0.306	0.491	0.346	0.212	0.161	0.771	0.240	0.223
Website Quality	0.254	0.207	0.206	0.212	0.234	0.488	0.509	0.204	0.777	0.560
e-satisfacti-on	0.292	0.248	0.425	0.253	0.249	0.521	0.298	0.199	0.506	0.846

Note. The diagonal elements represent the squared root of average variance extracted (AVE).

4.3. Hypothesis Testing

Table 7. Direct and Mediating Effects.

Hypothesis	Relationship	B	SD	T value	P values	Decision
H1	Functional Value -> Purchase Intention	0.082	0.033	2.457	0.014	Supported
H2	Emotional Value -> Purchase Intention	0.159	0.04	4.006	0.000	Supported
H3	Social Value -> Purchase Intention	-0.097	0.031	3.145	0.002	Supported
H4	Epistemic value -> Purchase Intention	-0.013	0.031	0.415	0.678	Not supported
H5	Conditional Value -> Purchase Intention	0.686	0.029	23.467	0.000	Supported
H6	Purchase Intention -> Purchase decision	0.065	0.028	2.298	0.022	Supported
H7	Purchase Intention -> Religious Knowledge -> Purchase decision	0.02	0.009	2.387	0.017	Supported
H8	Purchase Intention -> Website quality -> Purchase decision	0.056	0.014	4.09	0.000	Supported
H9	Purchase Intention -> e-satisfaction -> Purchase decision	0.048	0.012	3.947	0.000	Supported
H10	Website quality -> e-satisfaction -> Purchase decision	0.166	0.024	6.881	0.000	Supported

Note. β = Beta coefficient, SD= standard deviation, T value = t statistics, P value = Probability.

The study used β , t-statistics and p-values to test the hypotheses [65]. The results in Table 7 reveal that except for Epistemic value \rightarrow Purchase Intention $**(\beta = -0.013, t = 0.415, p = 0.678)$, all the other hypotheses were also positive and significant.

5. Discussion

This study focused on analyzing the influence of consumption value theory, such as functional, emotional, social, epistemic, and conditional values, affect online organic food purchasing intention which in turn affect religious knowledge, website quality, and e-satisfaction and organic food purchasing decision.

The study discovered that functional value has a positive and significant influence on consumers' online organic food purchasing intention (H1). The finding of this study was similar to those of Goncalves et al. [22], Cao et al. [36], and Seegebarth et al. [37]. Hence, the study concludes that the functional values of organic food, such as its health-promoting effect, consistent quality, economy, reasonable price, and value for money, influence consumers' intention to purchase the food online.

This present study again confirmed that emotional value significantly affects consumers' online organic food purchasing intention (H2). The result was similar to those of prior studies by Watanabe [15], Qasim et al. [21], Goncalves et al. [22] and Cao et al. [36]. Bangladeshis are often emotional about traditional (also termed as deshi or organic), cuisines, which remind them of home-cooked meals, family gatherings, and celebrations. Many enjoy organic food for its delicious taste and comforting flavors that reflects the country's rich culinary traditions, passed down through generations.

This research revealed that social value positively affects consumers' intention to purchase organic food online (H3). The finding aligns with those of Woo and Kim [20], Goncalves et al. [22], Cao et al. [36], and Yadav [38] and the people of Bangladesh value organic food as a symbol of status and sophistication, consuming it to elevate their social standing and prestige. During certain family gatherings, Bangladeshi individuals prefer to serve organic food to warmly host their guests and enhance their social standing and reputation. Given the increasing number of websites offering organic food, Bangladeshi consumers have started purchasing their food from online shops.

The present study found that conditional value positively and significantly influences consumers' online organic food purchasing intention (H5). The findings of this study support those of Woo and Kim [20], Qasim et al. [21] and Goncalves et al. [22]. Therefore, the study concludes that conditional values of organic food, such as fear of COVID-19 infection, queues in physical purchases at times, and discounts on organic food items, influence consumers' intention to purchase the food online.

The study also revealed that religious knowledge positively and significantly mediates the relationship between organic food purchasing intention and purchasing decision online (H7). The result aligns with those of Prince and Wahid [41]. Bangladesh is a secular country with a Muslim majority and Hindu, Buddhist, and Christian minorities. Bangladeshis are deeply religious people who place a high value on religion. Many religions include dietary laws or guidelines on what foods are acceptable to eat to demonstrate faith. Muslims eat halal food, and many Hindus and Buddhists follow vegetarian or vegan diets. The commonality is that these religions all encourage people to eat

healthily. Organic food is considered healthy food [69]. Thus, religious knowledge has a significant impact on Bangladeshi consumers' online organic food buying behavior.

Our study confirmed that website quality mediates the relationship between consumers' organic food purchasing intention and purchasing decision online (H8). The finding is similar to that of Hasanov and Khalid [35]. The study concludes that website quality, including ease of navigation, attractiveness, comfort of online buying during the pandemic, and on-time and exact delivery of the food, influences consumers to purchase the food online and generates e-satisfaction, which in turn affects consumers' continued behavior to purchase the food online.

The finding of the study suggested that epistemic values have had no significant influence on online organic food purchasing intention among Bangladeshi consumers (H4). The result is similar to those of Cao et al. [36], Qasim et al. [21]. The people of Bangladesh have experienced significant losses due to various factors, including Covid 19 pandemic, natural disasters, accidents, and health crises due to dengue outbreaks, which is fundamental to understanding their mindset and decision-making processes, particularly in the context of purchasing organic food online. In a society where individuals have witnessed numerous deaths and endured the emotional toll of losing loved ones, their priorities and perspectives may be shaped by immediate concerns such as survival, security, and basic needs rather than abstract epistemic values. The prevalence of such traumatic experiences can lead to a heightened focus on tangible outcomes and practical considerations rather than engaging in deeper epistemic inquiries when making purchasing decisions, including those related to organic food. Consequently, epistemic values such as knowledge, understanding, and rationality may take a backseat as individuals prioritize factors that offer immediate reassurance, safety, and sustenance.

Our study again found that consumers' online organic food purchasing intentions (H6) directly and significantly affect their online organic food purchasing decisions. These finding is comparable to those reported by Singh and Verma [39], and Li and Jaharuddin [40]. Therefore, the study indicated that online organic food purchasing intentions related to consumption values directly affect consumers' online organic food purchasing decision.

The study results again indicated that consumers' e-satisfaction positively and significantly mediates the relationship between website quality and organic food purchasing decision (H9) as well as organic food purchasing intention and purchasing decision (H10) online. This finding is analogous to that of Suhartanto et al. [42] According to the findings of the study, Bangladeshi consumers are satisfied with organic food, which motivates them to purchase food online.

6. Contribution of the Study

6.1. Theoretical Contributions

This study contributes to the existing literature in multiple ways. First, this study developed and validated a holistic framework incorporating two contemporary dimensions—religious knowledge, and online organic food delivery system quality—into the theory of consumption value. Second, although the theory of consumption value is growing and has enormous potential, its application in online organic food purchasing research has not yet received much attention. The theory has been investigated in the contexts of the USA, Brazil, Germany, Portugal, Korea, Pakistan, and China. Hence, by investigating this theory in South Asian contexts, specifically Bangladesh, this

study verifies the generalizability of the theory and contributes to the current body of knowledge. These findings further add to the debate by allowing us to compare the findings from other countries. The study has further investigated the mediating role of a growing concept, i.e., religious knowledge that few studies have examined in online organic food purchasing research. Hence other researchers can investigate the concept in relevant research.

6.2. Policy Recommendations

The study has several recommendations that may guide policymakers, organic food marketers and professionals to develop online organic food businesses as well as create a healthy food market. For instance, the study finds that functional values positively influence consumers' intention to purchase organic food online. Hence, this study suggests that organic food marketers highlight the direct impact of organic food on personal health and well-being, emphasizing benefits such as increased energy, improved immunity, and better overall health, collaborate with health professionals, nutritionists, and environmental experts to endorse organic food benefits resulting in increased food demand, sales and profit.

The results further indicate that emotional values influence Bangladeshi consumers' online organic food purchasing intention. Therefore, the current study recommends that organic food marketers and governments build trust by transparently communicating the organic certification process, farming methods, supply chain integrity and food safety rules to arouse consumers' emotional values which will eventually increase food sales and profit while also promoting healthy lifestyles.

The current study finds that social value significantly influences consumers' purchasing intention of online organic food. It is worth noting that the people of Bangladesh are quite hospitable and social and like to celebrate different cultural festivals and banquets. Hence the study recommends that online organic food marketers collaborate with restaurants, cafes, and food vendors to include organic options in their menus while celebrating any social event. Organic food professionals can also encourage peer-to-peer recommendations and word-of-mouth marketing among consumers who value organic food in Bangladesh.

Our study indicates that conditional values positively influence consumers' intention to purchase online organic food. This is worth mentioning that Bangladesh is densely populated, food stores are extremely crowded, and consumers are unable to maintain social distance when purchasing food in person. Hence, the study suggests that concern authority aware consumers that online organic food purchasing is the best way to avoid virus infection and maintain social distancing. This will eventually increase the demand for organic food, resulting in a considerable expansion of Bangladesh's online organic food market.

This present study again revealed that epistemic values do not influence Bangladeshi consumers' intention to purchase online organic food. Consequently, the current recommendation is that organic food marketers provide clarity about product origins and standards, portraying organic food as a status symbol and necessity to improve food epistemic qualities and increase sales and profit.

This study found that religious knowledge significantly mediates the relationship between online organic food purchasing intention and purchasing decision. In Bangladesh, different religious people such as Muslims, Hindus, Buddhists, and Christians live together. Furthermore, each of these

religions has a festival including a banquet, such as Eid-ul-Fitr and Eid-ul-Azha for Muslims, Durga Puja for Hindus, and Christmas for Christians which includes a festival banquet. Hence, if organic food marketers launch advertisements focusing on religious festivals will increase their food sales immensely.

The findings of this study show that website quality and e-satisfaction play a mediating role in consumers' online organic food purchasing behavior. Hence the study suggests that organic food sellers should maintain the consistent quality of their websites with added features so that more consumers stay interested and buy the food online. In addition, organic food marketers should ensure fast and reliable delivery and facilitate easy and flexible payment options such as cash on delivery, and credit card purchases to increase organic food sales and profit.

6.3. Limitations and Further Research

The study was conducted in Bangladesh. To extend the results to other geographic areas, future research could replicate this study in other nations. In a recent study conducted by Zhang et al. [70], self-gratification value, along with other consumption values, was investigated in streamer purchasing behavior research. Future studies can incorporate this new construct i.e., self-gratification value into organic food purchasing research. Future research can also conduct a more detailed analysis to understand why epistemic value did not emerge as a significant predictor, potentially including qualitative insights to enrich the quantitative findings. In addition, future studies may include other variables such as brand reputation, organic food certification, trustworthiness, pricing, and attitude into the models. The models developed might then be tested using psychological and consumer food purchasing behavior studies.

Contributions: Prince S. A.: conceptual framework, structural equation model, analysis and interpretation of results, and manuscript preparation; Wahid I.S.: Introduction, literature review, discussion and conclusion; Islam S. A.: data collection, methodology and formatting.

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